Abstract

A system utilizes an extensible architecture for extending the functionality of an application for enhancing a web browser's experience. The application prevents unwanted advertising and so called "adware" software that launches and/or displays

5   advertising as part of its use on a computing device. As new methods for launching, activating, and running these unwanted advertisements and advertising applications are conceived, the extensible architecture allows the application for preventing these unwanted elements to be dynamically updated to further prevent the new methods.

23552

PATENT TRADEMARK OFFICE